

CITY PLANNING COMMISSION

March 12, 2015

On Thursday, March 12, 2015 at 1:10 p.m., the City Planning Commission held a regular meeting in the 10th Floor Conference Room. Those in attendance were:

MEMBERS PRESENT: Messrs. Fraley (chairman), Thomas, Neumann; Mses. Austin and McClellan

MEMBERS ABSENT: Messrs. Hales and Houchins

STAFF/GUESTS: Messrs. Homewood, Newcomb, Melita, Jones, Tajan, Simons, Whitney; Mses. Pollock-Hart, McBride, Mouak

Regular Agenda:

Mr. Fraley acknowledged the members of the Virginia Beach Planning Commission on approving Lake Wright Drive for facilitating access to the proposed Outlet Mall at Lake Wright.

1. Architectural Review Board Items

- **Private Project**

- a) 301 W. 21st Street – Decorum

Project Request: Encroachment into the public right-of-way for building façade, canopy and signage.

Photographs, elevation drawings, building materials and colors were presented for review. Ms. McBride noted that the applicant is going to encroach into the public right-of-way with façade improvement and canopy. The building is located at the corner of Llewellyn Avenue and 21st Street. The pediments that are presently on the building are not included in the new design, as indicated in the drawings. She noted that the applicant is actually doing facades on all three sides. The proposed 21st Street elevation shows that the front door that is currently on the corner will be relocated to the center. Staff noted that the sign requirement should be reduced on the Llewellyn Avenue elevation. There are three panels with images to give a feeling of looking inside a store window but without windows there. The only recommendation beyond support from ARB was that maybe the panels could be lowered to a more pedestrian vehicular viewing level. On the rear elevation, they are going to promote the rear door by putting up a canopy and same signage elevation. The Architectural Review Board recommends support for the encroachment and approval of the application with the recommendation that the panels

be lowered.

Representing the applicant, Ms. Robyn Thomas, 913 W. 21st Street, stated that Palace Shops was created back in the 1980s in one motif and now they are having to make repairs to those buildings. Instead of repairing what they had, they have decided to come back with a more individual style of building look for individual stores. The existing EFIS on the corner which is a traditional pediment will go back to a block. The building was originally built at the lot line and a later renovation clad the exterior in EFIS resulting in an encroachment of a couple of inches over the property line. The new façade treatment will still keep that same point and not encroach any more than what is there now. The roofline is essentially staying the same. There is a parking lot located at the rear of the building and they want to put a little more emphasis at the rear entrance to highlight that a little better. With the canopies, there are two encroachments that extend out a little further than what they have now. One canopy is located at the main entrance where they are using a panel treatment to provide some articulation a little bit above the sidewalk area. She noted that the sign on the rear elevation appears to be a little bit large, but the actual size that they are proposing will meet the sign ordinance. Materials include: Limestone blocks, granite, EFIS treatment with bronze storefront and canopy fabric.

Mr. Thomas, representing the Planning Commission on the ARB, stated that a couple of them had concerns about the images being well above head height on the pedestrian side elevation and that it certainly is not a requirement that they be lowered but suggests they take a look at it to be sure that's what they want to do.

Ms. Austin inquired as to how long the panels will be up. In response, Ms. Thomas stated that they will be changed out every three months or so.

Ms. Mel Price, 208 E. Plume Street, stated that she was curious about why those are considered as signage in the restaurant district signage regulations instead of art like the decorative treatment of the façade. In response, Mr. Homewood stated that they are signs because they depict things that are available for sale inside the store.

On a motion made by Dr. Neumann, seconded by Ms. McClellan, the Commission approved the request as presented and recommended by Architectural Review Board in the staff report.

2. Text Amendment Initiation

- Adult Daycare Centers in C-3

Mr. Newcomb explained that this is a request that came from Sentara where they have a program called PACE (Program of All-Inclusive Care for the Elderly). He noted that this text amendment is essentially for purposes of zoning for adult daycare. Sentara PACE has operated for 16 years in the Newtown Baker Shopping Center in Virginia Beach and in the Churchland Shopping Center in

Portsmouth for four years. These are places where elderly people come during the day. They will have supervised attention and care, exercise, light meals, rehabilitation services and medical assistance. The program is daycare and not overnight stay. Sentara approached the City with a proposition of putting one of these daycare facilities in the Janaf Shopping Center which is zoned C-3 and right now adult daycare is not allowed in C-3. This would require a text amendment in order to add it as a permitted use in the C-3 district which are shopping centers.

On a motion made by Mr. Thomas, seconded by Dr. Neumann, the Commission moved to initiate a text amendment to provide Adult Daycare Centers in C-3, which motion was adopted.

- Driveways in Front Yards – Residential

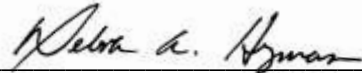
Mr. Homewood commented that they talked about this in regard to Little Creek Road in particular.

Mr. Tajan stated that they are vetting out the details right now and staff has looked over some prospective options that they've come up with and will make sure that they get some details to the Commission before the April public hearing.

On a motion made by Mr. Thomas, seconded by Ms. McClellan, the Commission moved to initiate the text amendment in regard to driveways in front yards, which motion was adopted.

The Commission moved out of the action component portion of the meeting at 1:30 p.m.

Respectfully submitted,



Debra A. Hyman
Deputy City Clerk/Stenographic Reporter